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AMENDMENTS TO THE CLAIMS

1. (Currently amended) A method for conducting electronic commerce, comprising:
- electronically visiting, by a customer interested in shopping for an item, a preselected comparison shopping site (CompShop), and inquiring about the item and comparative prices thereof;
- running, by the preselected comparison shopping site, a query on a plurality of electronic stores carrying the item, and asking for a price of the item, the plurality of electronic stores including at least one smartStore;
- determining by the at least one smartStore that the query is received from the preselected comparison shopping site; and
- selectively determining, by the smartStore, an offer price of the item and selectively returning one of a static price and a modified price,
- wherein the modified price and selectively returning, by the smartStore, of said one of the static price and the modified price result resulting from the smartStore learning a best offer price received by the preselected comparison shopping site from the plurality of electronic stores.
2. (Previously presented) The method of claim 1, further comprising:
- returning a standard price by at least one of the plurality of electronic stores determined not to be the smartStore.

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